



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF ART & DESIGN (AD244)
SEMESTER : 5
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GROUP : AD2445B
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ACKNOWLEDGMENT

First and foremost, I would like to express my gratitude and appreciation towards my lecturer, Encik Muhammad Hafizi Zamri for his dedication and time in teaching us this subject. He also had guided us along the way to complete this social media portfolio assignment.

Moreover, I am beyond grateful to my parents for their understanding which allows me to finish the assignment during this tough time. This assignment could not be done on time without support from all of them.

In completing this social media portfolio assignment, I have learned valuable lessons and gained new knowledge. Therefore, thank you to everyone who helped me by contributing either directly or indirectly.

EXECUTIVE SUMMARY

“Cook with Love” is a trademark of The Gourmet Mac which introduces a new version of Baked Macaroni. The main ingredient in this food product is Macaroni that is cooked with tomato puree and condiments such as, broccoli, meat, or chicken with loads of mozzarella and cheddar cheese on top. To add balance to your Malaysian taste buds, we also include spiciness in the food.

This business was started on the twenty-second of November 2020. I have created a Facebook page for my business. Within the first two days of creating the Facebook page, I have more than 20 people engaging with my business and I have received more than 100 likes on my page.

The Gourmet Mac marketing strategy is to emphasize the quality and price of the product. I have calculated the amount of the ingredients that is reasonable for the price. Thus, the taste of the food will be delicious and also affordable. I have set the range of the place that I want to cover which is Selangor.

At the moment, The Gourment Mac is owned by Nur Dinie Aliah Binti Ishak which is me, and with the help of my parents. This business is only conducted online service which is Facebook as a platform to attract more customers due to the pandemic. We will promote The Gourmet Mac by doing a teaser post, soft sell, and hard sell on the Facebook page to promote and introduce our product to the customer.

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1. GO-ECOMMERCE REGISTRATION (PRINT SCREEN)

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

Personal Information Edit

Name : NUR DINIE ALIAH BINTI ISHAK Phone/Mobile : 01137575173
 New Identity Card No. : 980806106688 Home Address : RA-01-16 MELATI APARTMENT JALAN PBP3 TAMAN PERINDUSTRIAN PUCHONG
 Email Address : dinieishak123@gmail.com City : PUCHONG
 State : Selangor District : PETALING
 Personal Facebook : facebook.com/aliaisaac Postcode : 47100
 Gender : Female Personal Instagram : instagram.com/alia.isaac_
 Marital Status : Single Race : Malay
 Special Need Required : No

Institution Information Add New

UTM Puncak Alam - Industrial Design

Type of Institution : IHL Institution List : Universiti Teknologi MARA
 State of Institution : Selangor Name of Institution : UTM Puncak Alam
 Address of Institution : Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, City : Puncak Alam Postcode : 42300

2. INTRODUCTION OF BUSINESS

- Name and address of the business
 I created the name “The Gourmet Mac” which represents Baked Macaroni and the word “Gourmet” describes a class meal. The combination of these words has been given our product a good impression from the customer.

NAME	The Gourmet Mac @thegourmetmacbyalia
ADDRESS	RA-01-16 MELATI APARTMENT JALAN PBP3 TAMAN PERINDUSTRIAN PUCHONG 47100 PUCHONG SELANGOR.

- Organizational chart

